



Late Winter 1999

Dear Friend of the Corps,

This year marks the 102nd edition of the West Point *Howitzer*. For those of you who are not familiar with the tradition called the *Howitzer*, it is the Corps of Cadets annual. The *Howitzer* is one of the most prestigious college yearbooks. The staff of the *Howitzer* invites you to become part of this tradition and show your support by purchasing a copy of this keepsake and, perhaps, including a personal message in the "Friends & Supporters" section or placing an advertisement in the *Defining Excellence* section.

Information about Friends & Supporters Messages: Not to be confused with inscriptions, Friends and Supporters messages were started in the late 1970s to allow parents, relatives, and friends to verbalize their personal support for members of the Corps of Cadets. A one-line, thirty-six character message costs \$20.00; however, you may extend your message to additional lines limited to twenty characters per line for an additional \$5.00. Friends & Supporters messages exceeding three lines will not be accepted unless prior approval is given by the Cadet Activities' Publications office. The deadline for placing a Friends & Supporters message is August 15, 1999.

Information about *Defining Excellence* Advertisements: The *Howitzer* is proud to offer to parents and friends of cadets graduating in the Class of 1999 a unique way to recognize their cadets' achievements. Called *Defining Excellence* advertisements, this program was instituted in 1998 and has become extremely popular. More information regarding *Defining Excellence* is contained in this brochure. The deadline for placing a *Defining Excellence* advertisement is August 30, 1999.

Information about Inscriptions: Many friends of the Corps wish to have their *Howitzer* professionally personalized with an inscription. An inscription is usually placed on the lower right hand side of the inside front endsheet of the *Howitzer*. A sample inscription might be: *Parents of Sean Smith, USMA '99*. While there is no charge for having a 26-character inscription placed in your book, all personalized orders are binding. Because of contractual obligations, inscriptions cannot be extended beyond 26 characters (including spaces). The deadline for ordering an inscribed copy of the 1999 *Howitzer* is August 15, 1999.

What You Get When you Order a 1999 *Howitzer*: When you order your copy of the 1999 *Howitzer* you will also receive a copy of the Corps of Cadets literary journal, *The Circle in the Spiral*, and a 2000 Planner Calendar.

Ordering Information: The 102nd edition of the *Howitzer* will be delivered to cadets who placed an order by early January 2000 and mailed to graduates, parents, and friends by mid-January 2000. When filling out the order form, please provide an address which will be valid at that time. Books are shipped via UPS; please give a street address and not a post office box as this will avoid problems with delivery of your order. Should your address change after you have submitted your order, please notify us promptly so we can initiate the change. Please note that our office is not affiliated with the Association of Graduates; change of address sent to them will not be forwarded to us. The *Howitzer* will not be responsible for non-delivery of yearbooks due to non-notification of your change of address. Books can be traced up to six months after delivery. Please notify us promptly should you not receive your book. Only those books which do not contain an inscription will be given any consideration for a refund. Should you have any questions regarding ordering a 1999 *Howitzer*, please feel free to contact the Publications Office in the Directorate of Cadet Activities at (914) 938-2780/7989.

Send your completed order blank and any change of address information to:

Directorate of Cadet Activities
ATTN: Publications (1999 *Howitzer*)
Eisenhower Hall, Building 655
U.S. Military Academy
West Point, NY 10996-1593

Your Cadet will only graduate from the United States Military Academy once. Bring to the graduate your family's message of pride and congratulations through the pages of the *Howitzer* yearbook. Whenever your child opens his or her book, your *Defining Excellence* message will serve to couple Academy life with family life, to meld the goals your child achieved at West Point with the family ties that made those goals possible. The Defining Excellence program is the perfect way to capture your child's brilliance--take advantage of the opportunity.



Defining Excellence

Cl of 1999 Cadet's Name: _____

Parent Name: _____

Home Address: _____

Daytime Phone #: _____

ADVERTISEMENT TEXT

In the area below, please PRINT or TYPE the text of your advertisement (even if you include it with your sketch). Please be precise in spelling, capitalization, and punctuation. If the space is inadequate, please attach a separate sheet of paper. Please note that should your text be excessively long, the *Howitzer* reserves the right to edit it.

ADVERTISEMENT SPECIFICATIONS

Size Ad Desired

_____ Quarter Page

_____ Eighth Page

Photographs

_____ # of Photographs Enclosed

Quarter Page

Eighth Page

IMPORTANT THINGS TO REMEMBER

- *PLEASE DO NOT CUT OR DRAW ANY LINES ON YOUR PHOTOS
Indicate in the sketch area above how you would like the photo cropped. Please do not cut or mark the photograph itself.
- *All photos, submitted in color or black & white, will be printed in b&w.
- *We cannot guarantee the return of photographs; please submit reprints.
- *Do not submit color laser copies/prints; they reproduce poorly.

1999

Howitzer

Frequently Asked Questions and Other Helpful Information

What is the *Howitzer*? The *Howitzer* is the annual yearbook produced by the Corps of Cadets at the United States Military Academy. It has been published regularly since 1896 and has become one of the largest single-bound yearbooks in the country. The *Howitzer* has won numerous graphic awards over the years for its outstanding photography and cover design. The goal of the *Howitzer* is to accurately record an academic school at the Academy. The *Howitzer* includes pictures of the graduation day of that year's graduating class. Traditionally, the *Howitzer* is published six months after Graduation.

Are Cadets Afforded the Opportunity to Order a *Howitzer*? In January of each year, each member of the Corps of Cadets is afforded the opportunity to sign-up to receive a copy of the *Howitzer*. Sign-up is mandatory for all senior (first class) cadets and optional for non-senior cadets. Not all non-senior cadets sign-up to receive a *Howitzer*. If you would like to know if a cadet ordered a *Howitzer* prior to placing your order, please contact the publications office at (914) 938-2780/7989 or via email howz@exmail.usma.edu.

Are All Cadets included in the *Howitzer*? The staff of the *Howitzer* makes every effort to include each and every member of the Corps of Cadets. The *Howitzer* does not exclude the underclass. Company group photographs are scheduled during the fall semester. They are considered an official formation. However, there are times when an individual cadet will have some other approved function which may take precedent. We also include coverage of Corps Squad athletics and extracurricular club participants, although we do rely on these groups to get us photographs and articles. Each senior cadet who graduates prior to June 30th of each year will have their portrait photograph in the Graduates section.

How to I Obtain Photographs which Appear in the *Howitzer*? While the *Howitzer* does have a small photography staff, the majority of the pictures which appear in the *Howitzer* were taken by people not directly connected with the yearbook. The *Howitzer* gladly accepts prints from cadets and other West Point agencies, however, we do not have the negatives. The graduate portrait photographs and candids which appear in the graduates section are usually provided by a contractor. For specific information regarding specific photographs, it is suggested that you contact the Cadet Publications Office in the Directorate of Cadet Activities at (914)938-7989/2780.

What is an inscription? Books which have not been printed can be personally inscribed. An inscription is placed on the inside front endsheet in the lower right-hand side of the page. There is no additional charge for inscriptions. Inscriptions are limited to 26 characters (including spaces). While there is no charge for having a 26-character inscription placed in your book, all personalized (inscribed) orders are binding. For *Howitzers* which have already been published, books cannot be inscribed.

What is a Friends & Supporters Message? Not to be confused with inscriptions, Friends & Supporters messages were started in the late 1970's to allow parents, relatives and friends to verbalize their support for members of the Corps of Cadets. A one-line thirty-six (36) character message costs \$20.00 (for 1999 *Howitzer*); you may extend your message to a second line limited to 20 characters for an additional \$5.00. Messages may be extended beyond 56 characters with prior permission from the Directorate of Cadet Activities. Friends & Supporters messages must be received by mid-August for the class which graduated in May/June of that year (i.e. for Class of 1999 a message must be received by August 15, 1999).

What is a Defining Excellence advertisement? Parents of cadets scheduled to graduate during the present school year are able to recognize their cadets' achievements through a Defining Excellence advertisement. Advertising space is limited to quarter and eighth page size. For more information on Defining Excellence advertisements, please contact our office at (914) 938-2780/7989.

When do graduating cadets get their portrait photographs taken for the *Howitzer*? The photograph of each cadet who graduates prior to July 1 of each year is taken during the second semester of their junior (or Cow) year. There is no cost to the cadet to get this photograph taken. The cadet is informed through his chain-of-command to get this process accomplished. A cadet will be provided with proofs of his/her sitting and asked to make a selection. We encourage cadets to make a selection so that they can be happy with the photograph which appears in the *Howitzer*; however, if no selection is made the *Howitzer* will put in the most professional photograph.